

# MID-WEEK PICTORIAL

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COMPANY

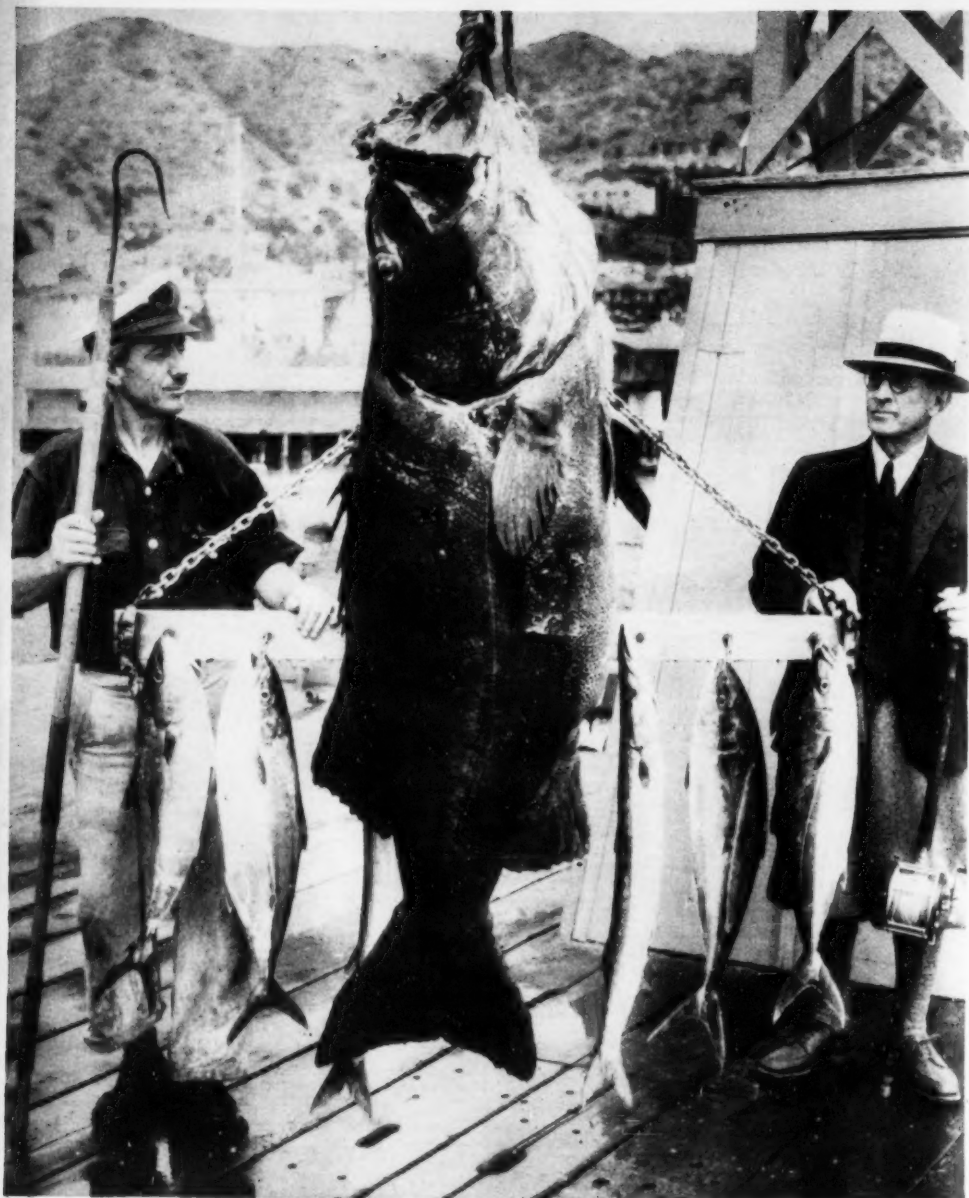
JULY 6, 1935  
VOL. XLI  
NO. 21  
PRICE TEN CENTS



GRACE MOORE,  
opera and screen  
star, in her latest  
musical photoplay,  
"Love Me Forever."

(© Columbia Pictures  
Corp.)

# Outdoor Life



## QUITE A SIZABLE DAY'S CATCH:

A 263-POUND SEA BASS, a Record for the Season, Displayed by F. W. Symonds (Right) of Santa Barbara, Calif., Along With Four Yellowtail and Two Barracuda for Good Measure After an Expedition to the Waters Around Catalina Island.

(Times Wide World Photos.)



"THAT TASTES LIKE MORE": A BLACK BEAR, Engaged in Holding Up Tourists Along the Going-to-the-Sun Highway in Glacier National Park, Awaits Additional Supplies After Disposing of a Carton of Raw Eggs.

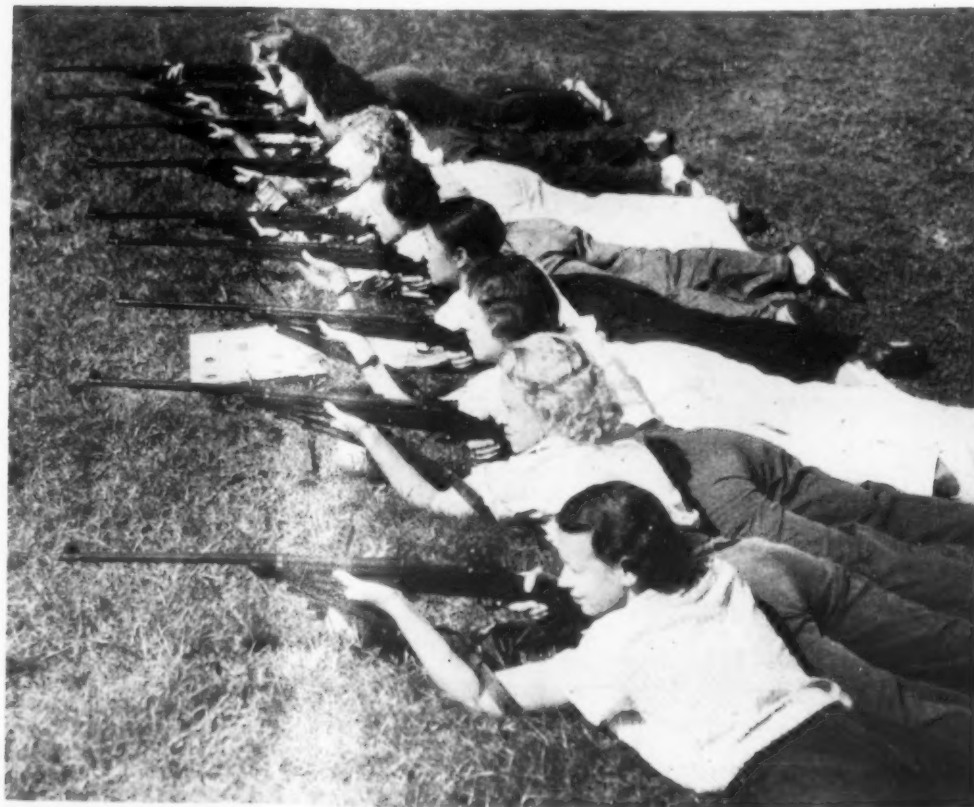
(Times Wide World Photos.)



## "FREE SKIRT CHECK SERVICE": TWO GIRL HIKERS

in Shorts Turning in Their Skirts at the Yonkers-Alpine Ferry En Route for a Hike in Palisades Interstate Park on the Hudson as the Result of a Yonkers Crusade Against the Wearing of Shorts on the Streets.

(Times Wide World Photos.)



SHARPSHOOTERS OF THE MID-PACIFIC: THE GIRLS' RIFLE TEAM OF THE UNIVERSITY OF HAWAII Engaging in a Practice Session on the Outskirts of the Campus at Honolulu.

(Times Wide World Photos.)



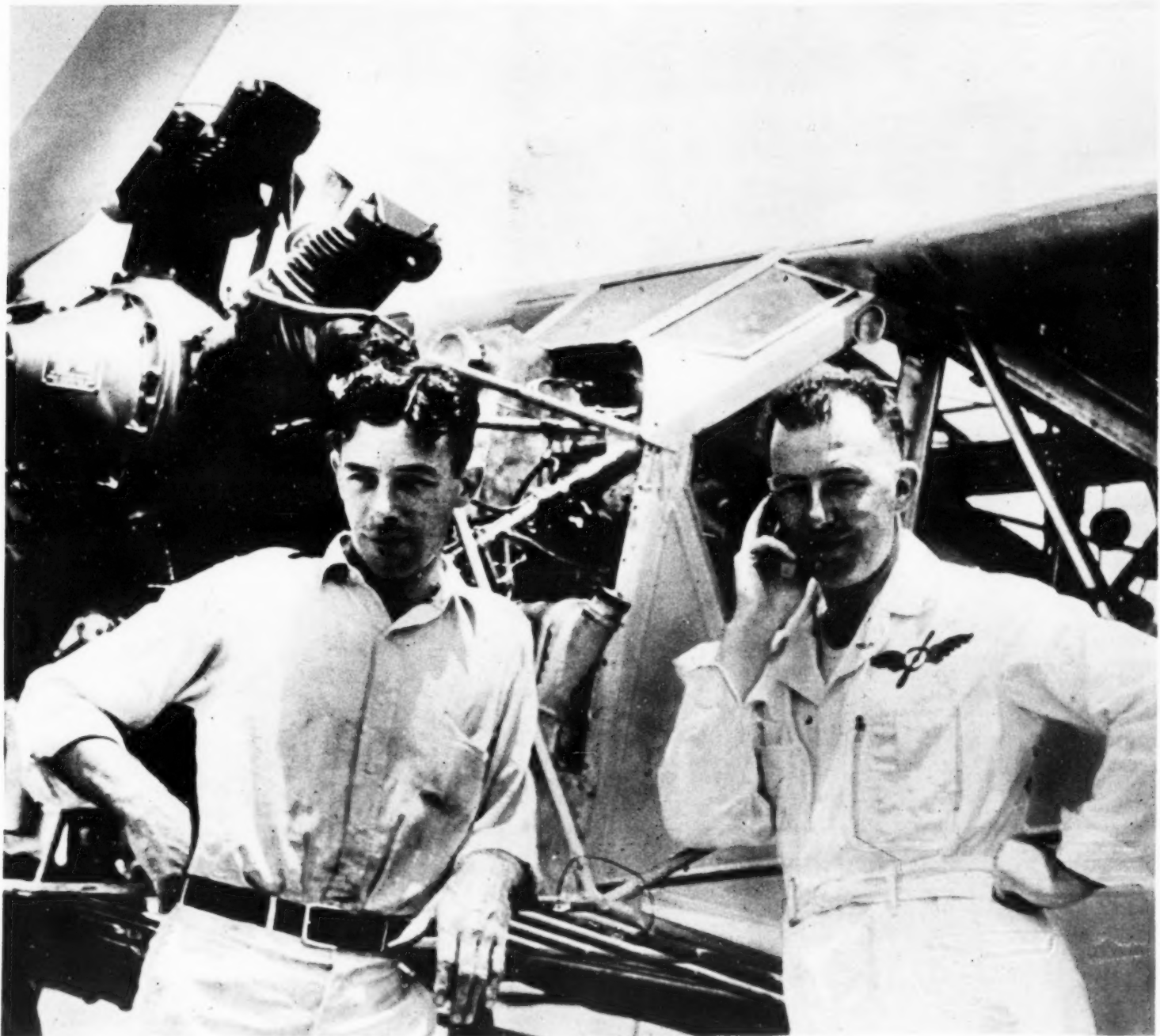
# MID-WEEK PICTORIAL

"NEWS OF THE WORLD IN PICTURES"

VOL. XLI, NO. 21

PRICE TEN CENTS

NEW YORK, WEEK ENDING JULY 6, 1935



## THE NEW HOLDERS OF THE WORLD'S ENDURANCE FLIGHT RECORD

Fred and Al Keys, who remained aloft more than twenty-six days in their airplane, Ole Miss, above Meridian, Miss., in shattering all recognized records.

(Times Wide World Photos.)

# Celebrities at Work and Play



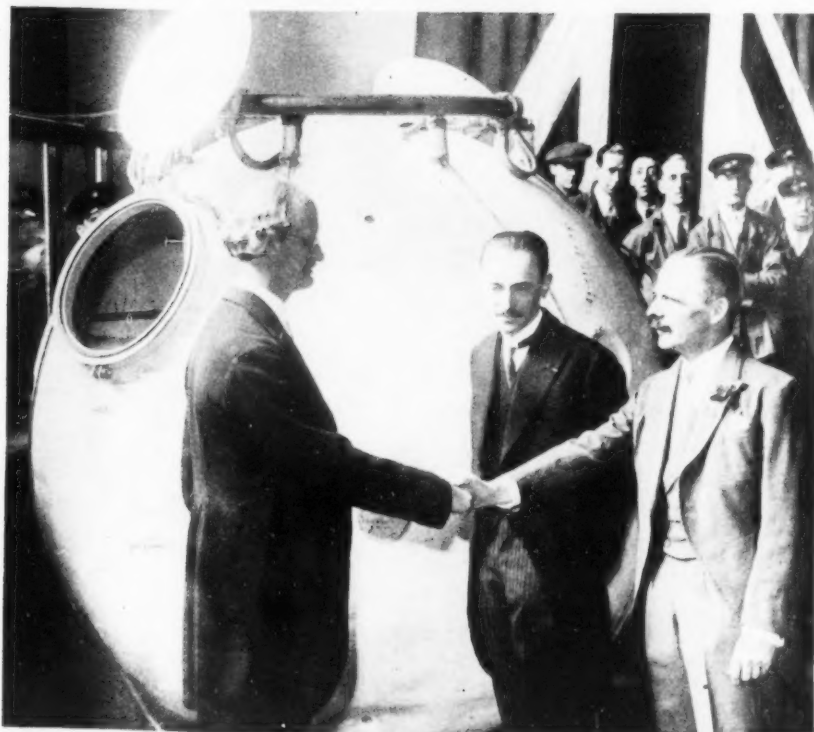
**HIS HOLLYWOOD CHARACTERS ALWAYS MUST BEHAVE:**  
WALT DISNEY, Creator of Mickey Mouse and Other Animated Film Comedians, Putting the Penguins in the London Zoo Through Their Paces.  
(Times Wide World Photos.)



**SECOND GENERATION:**  
MARY ROGERS, Daughter of Will Rogers, and Keenan Wynn, Son of Ed Wynn, Looking Over Their Roles Before a Rehearsal of the Lakewood Players at Their Summer Theatre Near Skowhegan, Maine.  
(Times Wide World Photos.)



**THE "GRAND OLD MAN" OF THE SCOUT MOVEMENT:**  
DANIEL CARTER BEARD, National Commissioner of the Boy Scouts of America, Tossing the Tomahawk by Way of Exercise in Celebrating His Eighty-fifth Birthday at His Country Home Near Suffern, N. Y.  
(Times Wide World Photos.)



**A FAMOUS STRATOSPHERE VEHICLE BECOMES A LONDON MUSEUM PIECE:**  
PROFESSOR AUGUSTE PICCARD of Belgium Shaking Hands With Colonel E. B. Mackintosh (Right), Who Accepted for the Science Museum of London the Gondola in Which Piccard and M. Cosyns (Centre) Made Their 1932 Ascent of More Than Ten Miles.  
(Times Wide World Photos.)



**AN OPERA STAR GOES HOLLYWOOD:**  
LILY PONS, Famous Metropolitan Soprano, Arriving in Los Angeles to Make Her Film Début.  
(Times Wide World Photos, Los Angeles Bureau.)



# Camera News from Washington



**THE HEAD OF THE NATIONAL YOUTH ADMINISTRATION:**  
AUBREY WILLIAMS,  
Assistant FERA Administrator, Who Will Have Direct Supervision of the  
Spending of \$50,000,000 From Work Relief Funds in Schooling and Finding  
Employment for Those Between the Ages of 16 and 25.  
(Times Wide World Photos, Washington Bureau.)

**AN OFFICIAL  
WELCOME  
FOR THE NEW  
ASSISTANT  
SECRETARY OF  
COMMERCE:**  
JOHN MONROE  
JOHNSON,  
Settled at His  
Desk in Wash-  
ington, Is Greeted  
by His Chief,  
Secretary Daniel  
C. Roper.  
(Associated Press.)



**NAMED TO LEAD IN THE \$50,000,000 YOUTH PROJECT SET  
UP BY THE PRESIDENT: MISS JOSEPHINE ROCHE,**  
Assistant Secretary of the Treasury, Who Has Been Designated to  
Head an Executive Committee for the National Youth Administration  
in Providing Educational and Vocational Opportunities, Leaving the  
White House With Harry L. Hopkins, Relief Administrator, and  
Henry Morgenthau Jr., Secretary of the Treasury.  
(Times Wide World Photos, Washington Bureau.)



**AT WORK ON THE ADMINISTRATION'S WEALTH-SHARING  
PROGRAM: MEMBERS OF THE SENATE FINANCE COMMITTEE**  
Meet to Consider President Roosevelt's Proposals for Heavy Tax  
Levies on Big Inheritances and Incomes. Left to Right Are Senators  
William H. King, Pat Harrison, Robert M. La Follette Jr. and  
Henry W. Keyes.  
(Times Wide World Photos, Washington Bureau.)

**A YOUTHFUL WEST VIRGINIAN BECOMES A FULL-  
FLEDGED MEMBER OF THE SENATE: RUSH D. HOLT,**  
Now 30, Taking the Oath of Office Administered by Vice  
President John N. Garner. At the Left Is His Colleague,  
Senator Matthew M. Neely.  
(Times Wide World Photos, Washington Bureau.)



# VAST DAMS in the NORTHWEST

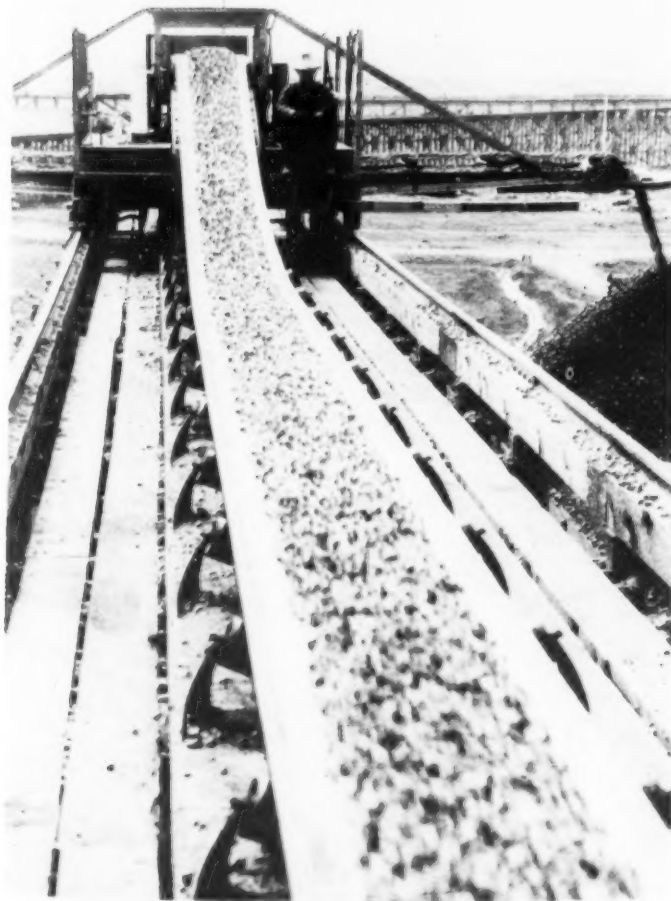
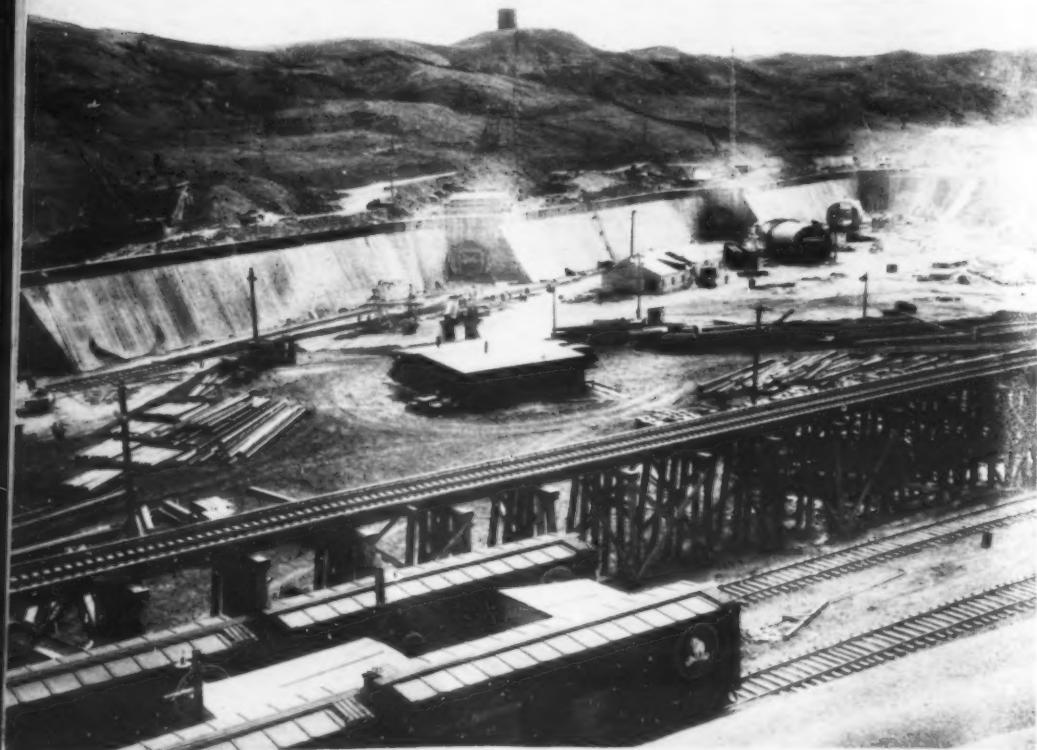
MAMMOTH PRELIMINARIES OF A PWA DEVELOPMENT IN THE PACIFIC NORTHWEST: A VIEW OF THE SITE OF THE GRAND COULEE PROJECT on the Columbia River, Showing Progress in the Construction of Foundations for What Ultimately Is to Be the World's Largest Dam.  
(Times Wide World Photos.)

WHERE THE MISSOURI RIVER IS TO BE TURNED UNDERGROUND FOR MORE THAN A MILE:

A SCENE AT FORT PECK, MONT.,

Showing the Outlets of Three of the Four Steel and Concrete Tunnels, Each 26 Feet in Diameter, Which Will Divert the Waters of the River While an Enormous Earth-fill Dam Is Being Constructed.

(Great Northern.)

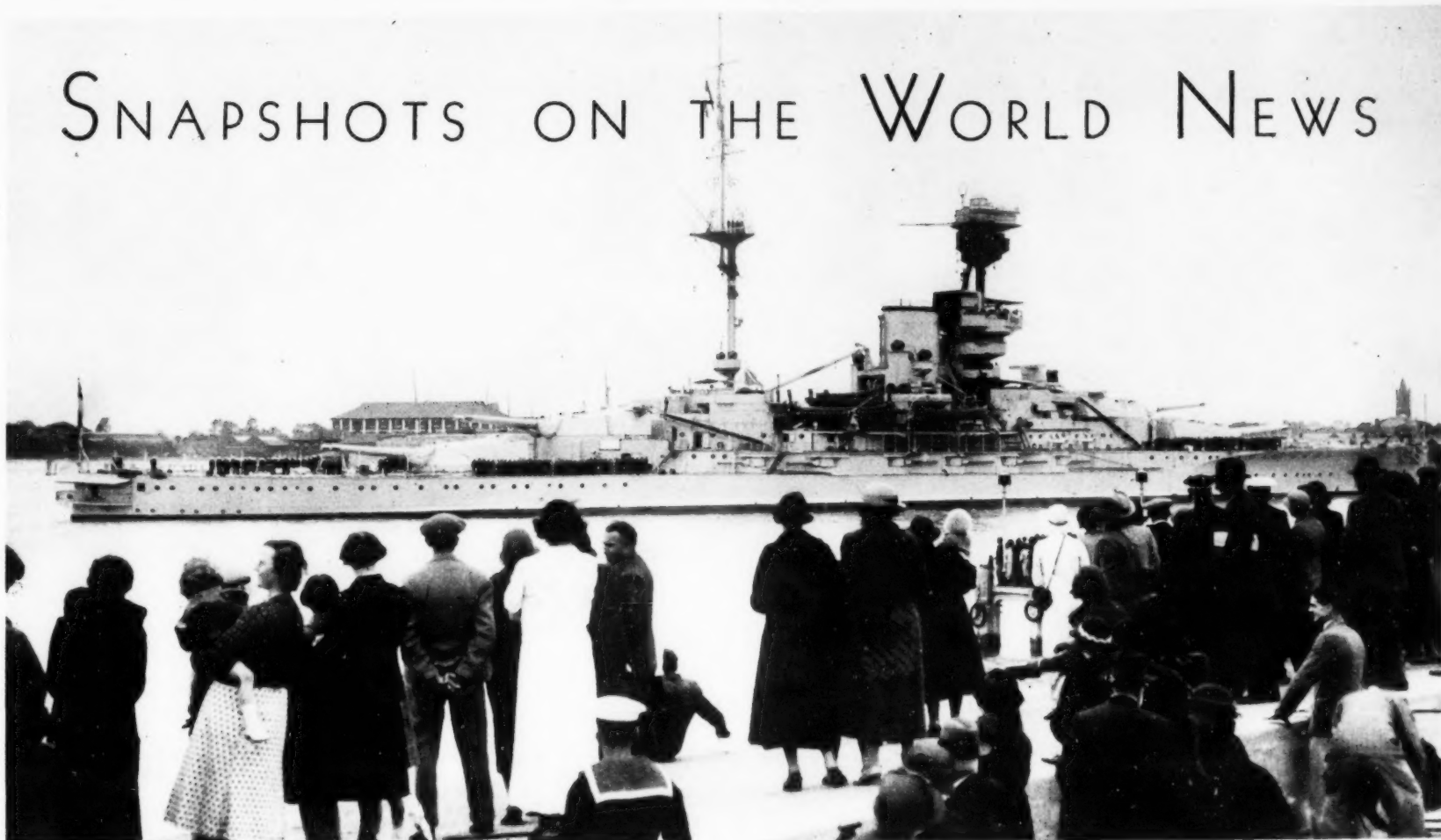


A MACHINE WHICH DOES THE WORK OF MANY HANDS: A BIG BELT CONVEYOR Moving Gravel at the \$100,000,000 Earth-fill Dam at Fort Peck Under PWA Auspices.  
(Great Northern.)

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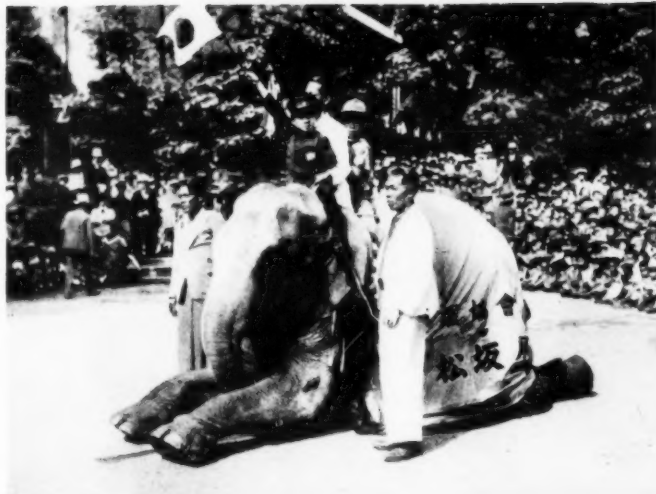
# SNAPSHOTS ON THE WORLD NEWS



**THE BRITISH FLEET ASSEMBLES FOR THE JUBILEE REVIEW: H. M. S. REVENGE,** Flagship of the First Battle Squadron, Arriving at Portsmouth With Other Units of the Mediterranean Fleet. (Times Wide World Photos, London Bureau.)



**BRITAIN'S TRAVELING MINISTER DROPS IN AT PARIS: ANTHONY EDEN,** Secretary for League of Nations Affairs, Chatting With Premier Pierre Laval at the French Ministry of Foreign Affairs While En Route to Rome to Discuss the Italian-Ethiopian Situation With Premier Mussolini. (Times Wide World Photos, Paris Bureau.)



**A GESTURE OF INTERNATIONAL FRIENDSHIP: AN ELEPHANT,** Presented by the Boy Scouts of Siam to the Scouts of Japan, Is Displayed in the Streets of Tokyo. (Times Wide World Photos.)



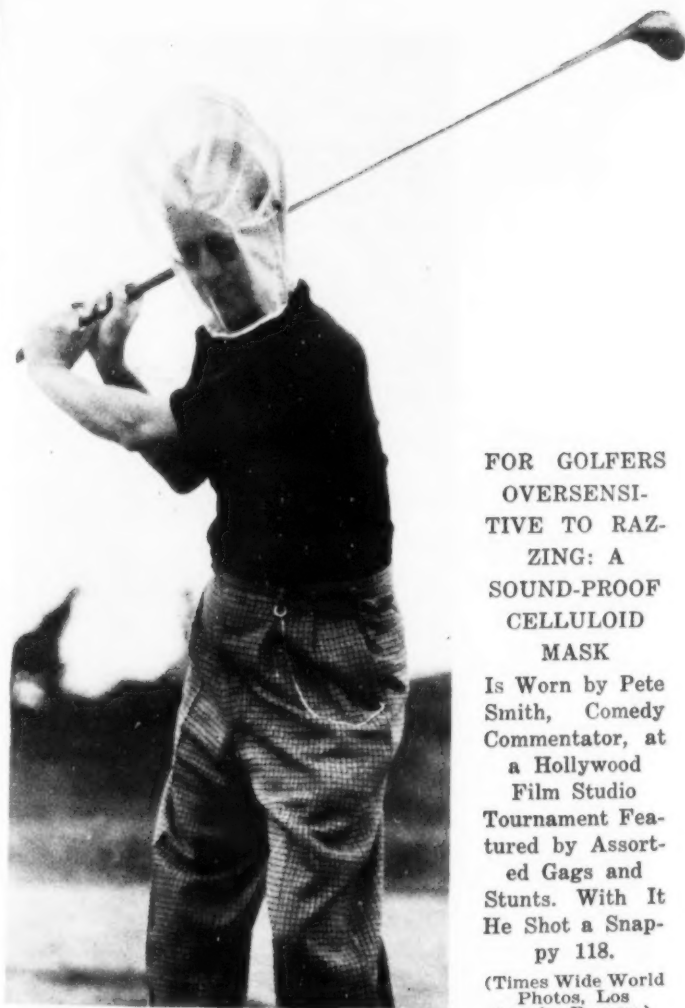
**ROYALTY AND DEMOCRACY IN SCANDINAVIA: KING GUSTAF** of Sweden, With President Svinhufvud of Finland, Walking Ashore From the State Barge on the President's Arrival in Stockholm for a Visit to Sweden. (Times Wide World Photos.)



**ENGLAND WELCOMES A DELEGATION OF WORLD WAR ENEMIES: THE MAYOR OF BRIGHTON** Greeting Captain Klein Korres, Head of a Party of Twenty-nine German Veterans Who Visited the British Isles to Hold Memorial Services at the Graves of Prisoners of War and Lay a Wreath on the Tomb of Britain's Unknown Warrior. (Times Wide World Photos, London Bureau.)



# HUMOR in the NEWS



FOR GOLFERS  
OVERSENSI-  
TIVE TO RAZ-  
ZING: A  
SOUND-PROOF  
CELLULOID  
MASK

Is Worn by Pete  
Smith, Comedy  
Commentator, at  
a Hollywood  
Film Studio  
Tournament Fea-  
tured by Assort-  
ed Gags and  
Stunts. With It  
He Shot a Snap-  
py 118.

(Times Wide World  
Photos, Los  
Angeles Bureau.)

## THE WINNER DRANK THREE AND A FOURTH GALLONS OF BEER: THE CONTESTANTS

In a Race Staged by a Los  
Angeles Brewery, With Rep-  
resentatives of Eleven Nation-  
alities Entered, Lustily Imbib-  
ing in an Effort to Set Some  
Sort of Record. Joe Sawaya,  
49-Year-Old Arabian, An-  
nexed the Prize, a Keg of  
Beer, by Finishing His Flow-  
ing Bowl in 1 Hour 35 Minutes.

(Times Wide World Photos,  
Los Angeles Bureau.)



HE HAS A PRIVATE COAL MINE ALONG-  
SIDE HIS FURNACE: WILLIAM LEAVER  
of Shawnee, Ohio, Bringing in a Wheelbar-  
row Load of Coal From the Coal Mine He  
Discovered Next Door to His Home. A Tun-  
nel 150 Feet Long Connects the Mine With  
His Basement.

(Times Wide World Photos, Cleveland Bureau.)

## SKYSCRAPER HONEY FARM: A BEE- HIVE ON THE ELEVENTH FLOOR TER- RACE

Of the RCA Building in Rockefeller Center,  
New York, With Miss Carolyn Hood, Hostess  
in the Gardens of the Nations, Checking Up  
on the Work of the Bees.

(Times Wide World Photos.)

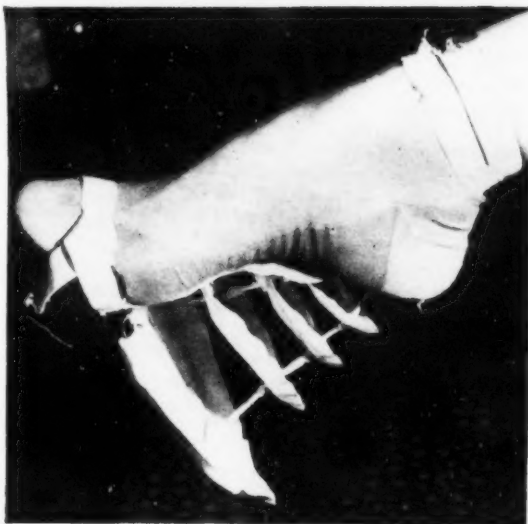






# New Gadgets

**IMPOSSIBLE TO MISS THE ASH TRAY: THE "SMOKERETTE,"**  
Theodore Bear's Contribution Toward Easing the Housewife's Work, by Attaching the Cigarette Holder Firmly to the Ash Tray and Providing a Long Tube for the Smoker's Use. It Also Would Be Handy for Smoking in Bed.



**THIS DEVICE IS A DEAD GIVE-AWAY FOR THE LAZY HEN: A MECHANICAL NEST,**  
Designed to Show Which Hens Are Laying and Which Are Not, on Exhibition at the National Inventors' Congress in Chicago, Along With Many Other Strange Gadgets of Recent Origin. If the Hen Lays an Egg the Front Door Remains Open to Permit Her Exit in Good Standing, but If She Is Merely Fooling, the Front Door Closes Automatically and a Side Door Opens to Segregate Her.  
(Times Wide World Photos, Chicago Bureau.)

**ONE STEP IN THE EVOLUTION OF WEBBED FEET: THE "WALK-ON-THE WATER SHOE,"**  
Invented by George Greber of Detroit.



**THE "HAND THAT ROCKS THE CRADLE" NOW IS MECHANICAL: A SELF-ROCKING CRADLE,**  
the Invention of J. Otto Hahs of Sikeston, Mo., on Display in Chicago, With Miss Kathryn Kane Turning the Switch Which Sets It Going. It Is Adjustable to Fourteen Variations of Movement and Fourteen Speeds for Baby's Amusement.



**THE ROBOT ASTRONOMER: A SOLAR MACHINE**  
Which Synchronizes the Movements of Earth, Moon and Sun and Indicates the Exact Time of Eclipses, on Display at the Inventors' Congress.

# Chantilly vs. Ascot in summer styles



WHAT THE OBSERVER AT THE ASCOT RACES TERMS "A VERY SMART FASHION": A DRESS of Somewhat Conspicuous Pattern With Short Puffed Sleeves and a Frilled Collar on Display in the Style Promenade at the Famous English Track. The Sunshade Is Matching in Design and Color.  
(Times Wide World Photos, London Bureau.)

WITH SKIRT SOMEWHAT SHORTER: A PARIS COSTUME of Strikingly Patterned Fabric Shown at Chantilly.  
(Times Wide World Photos, Paris Bureau.)

## COSTUMED IN WHITE: AN ASCOT SPECTATOR

With a Hat Made Up of White Leaves.  
(Times Wide World Photos, London Bureau.)



STOCKINGLESS AND WITH SANDALS: ONE OF THE CHANTILLY MODELS in a Flowing Dress With a Belt of Novel Design.  
(Times Wide World Photos, Paris Bureau.)



WORN AT THE CHANTILLY RACES: A SHARPLY CONTRASTING COSTUME of Black and White in the Fashion Parade at the Prix du Jockey Club.  
(Times Wide World Photos, Paris Bureau.)



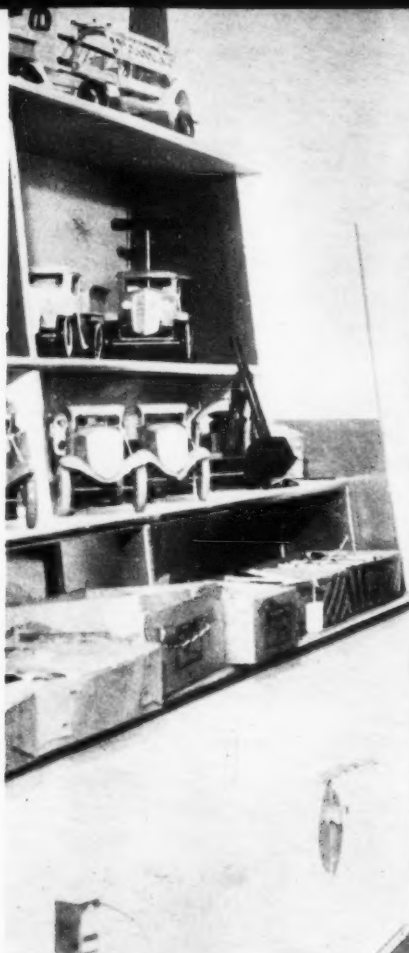
# NEW in INDUSTRY and SCIENCE



## TELEVISION REFINEMENTS FOR SERVICE IN THE BRITISH ISLES: THE SPECIAL MOTION PICTURE PROJECTOR

Employed in the Farnsworth Cold Cathode System Being Demonstrated in New York by George Everson for Mrs. Gordon Coryell Following the Completion of Negotiations by Which the Baird System Obtains British Rights to the Farnsworth Developments.

(Associated Press.)



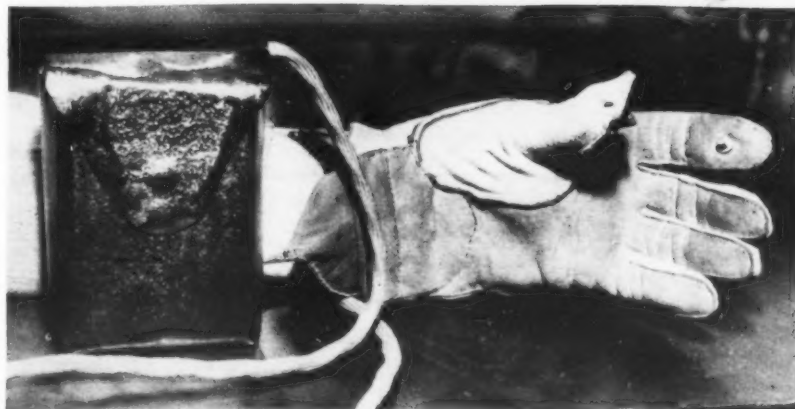
A DEPARTMENT STORE ON RAILS: AN INTERIOR OF THE TWELVE-CAR TRAIN, Including a Motor Car, a Baggage Car and Two Sleeping Cars, Which a Big Chicago Store Is Sending Out Loaded With Merchandise for Display to Merchants in Cities and Towns of the Mississippi Valley.

(Times Wide World Photos, Chicago Bureau.)



A NEW STYLE OF AUTOMOBILE GOES TOURING: A "TEAR DROP" TEST CAR, Developed in St. Louis, Reaches Detroit With George Leutwiler, Engineer, in Charge. In Its Series of Experimental Runs It Carries Instruments Which Record All Phases of Its Performance.

(Times Wide World Photos, Detroit Bureau.)



FAR MIGHTIER THAN THE MAILED FIST: THE ELECTRIC GLOVE, Invented by Cirilo Hernandez Diaz, Which Can Issue a 1,500-Volt Shock and Render the Strongest Man Helpless in Its Grasp. It Is Operated From a Battery Carried in the Pocket, Uses an Ordinary Induction Coil to Boost the Voltage and Is Intended to Aid Police in Subduing Rioters or Persons Resisting Arrest.

(Times Wide World Photos.)



A MOTOR BESIDE WHICH A PEA APPEARS LARGE: WAYNE HUNTER,

A Schoolboy of Colton, Ore., Pointing a Pencil at the Tiny Motor He Constructed With the Aid of a Microscope Glass. It Has Hundreds of Windings of Wire Scarcely Visible to the Naked Eye, Is Capable of 2,000 Revolutions a Minute, and Is Operated With a Small Flashlight Battery.

(Times Wide World Photos.)

# CLOSING SCENES OF THE CHACO WAR



AN EYE ON THE NOW SILENT BATTLEFRONT IN THE "GRAY HELL" OF THE CHACO: A BOLIVIAN OBSERVATION POST

in a "Palo Borracho," a Tree Which Has Very Light Wood and Can Easily Be Hollowed Out. Its Cork-like Wood Offers Good Protection Against Bullets.  
(Times Wide World Photos.)

WITH A WHISTLE SET IN HIS LOWER LIP: A CHIRIHUANO INDIAN of the Bolivian Forces Wearing a Whistle Pierced Through the Skin for Use in Signaling.



THE THEATRE OF WARFARE: MAP Showing the Chaco Region in Black and the Position of the Belligerents in Relation to Their Neighbors.



THE guns of Chaco warfare have been silenced, but as yet it is merely truce, not an assured ending of hostilities. Only the first steps toward peace have been taken. The negotiation of armistice terms, the demobilization of the armies, arbitration of the territorial dispute, the drawing of a clear frontier between Paraguay and Bolivia must follow and many are the pitfalls in the way of those seeking a permanent settlement.

The outside world, reading occasional small dispatches from the battle zone, has tended to regard the Chaco war as a comic opera affair. It has been anything but that. In the three years of fighting, more than 100,000 men have been killed in battle or died from disease; both belligerents have suffered such heavy losses that they will feel the effects for generations. Both countries will need outside help in getting back onto their feet economically and commercially.

The "Gray Hell" is a fitting term for the Chaco region, totaling roughly 116,000 square miles—a vast forest, not green as a tropical forest ought to be but gray, monotonous, almost colorless, a silent desert of trees, almost impenetrable and scantily populated. Paraguay occupied and colonized 41,000 square miles of the Chaco west of the Paraguay River before the war started in July of 1932.

At the outset Paraguay, poverty-stricken, with a population of only 800,000, had a poorly equipped army of 6,000 to send against Bolivia's German-trained army of 80,000. But Bolivia's officers failed to adapt their methods to jungle warfare, the Indian soldiers from the high Bolivian plateau succumbed quickly in the steaming lowlands and the hastily recruited Paraguayan army gradually drove the Bolivian armies clear back and out of the Chaco. For a time Paraguay even was driving into rich Bolivian oil territory, but there Bolivia's superiority in manpower and economic resources made it advisable to curtail Paraguay's ambitions.

Few photographs of the Chaco fighting have come out during the years of struggle. With the cessation of battle, a series of remarkable photographs showing conditions on the Bolivian side has reached the United States and some of the most striking of these pictures are presented on this and the following page.



PREPARATIONS FOR WAR FROM THE SKIES: AN AERIAL BOMB Being Attached to a Bolivian Two-Seated Plane Before a Raid Over the Paraguayan

Lines 00012





FOR USE AGAINST PARAGUAY'S AVIATORS: LIGHT MACHINE GUNS

Fitted With Mounts Which Permit Them to Be Elevated Readily for Anti-Aircraft Use.

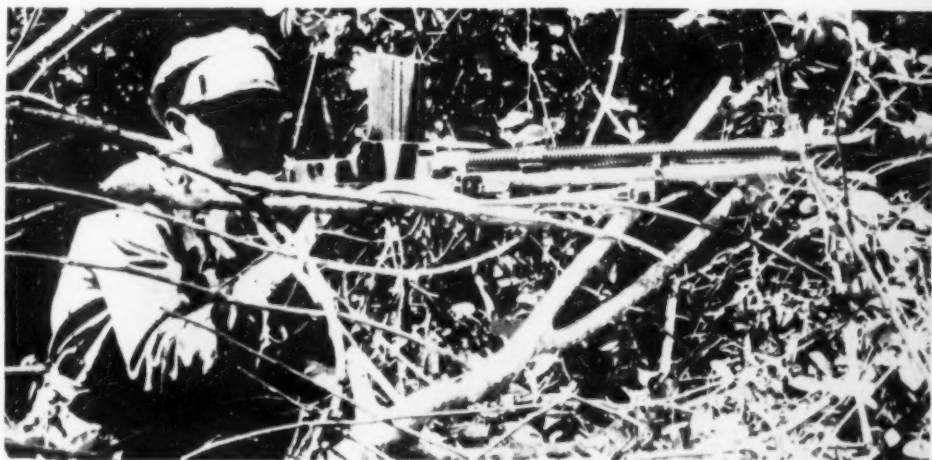


TYPICAL RECRUITS FROM THE HIGH PLATEAU: BOLIVIAN SOLDIERS Lined Up in Ville Montes Before Marching Out to the Battle Area in the Closing Days of the Conflict. The Men in the Ranks Were Indians and Could Not Be Accustomed to the Deadly Chaco Climate.



With the Bolivian Army in the "Gray Hell"

MODERN EQUIPMENT FOR BATTLE IN PRIMITIVE JUNGLES: RAPID-FIRE GUN Set Up for Operations in the Chaco. The Bolivian Army Had Been Thoroughly Trained by German Experts and Was Well Equipped at the Outbreak of the War, But Its Tactics Were Not Adapted to Conditions Encountered in the Lowland Forests.



HIDDEN IN THE JUNGLE: A BOLIVIAN SOLDIER Operating a Light Machine Gun From a Well Concealed Position.



ON A FORTIFIED SECTION OF THE FRONT: A TRENCH MORTAR of European Origin in Action in the Closing Days of the Struggle.

00013





A FORMER IRISH FREE STATE SOLDIER DONS THE WORLD'S HEAVYWEIGHT WRESTLING CROWN: DAN O'MAHONEY, Who Defeated Jim Londos in a Boston Match, Displays His Championship Regalia in New York.  
(Times Wide World Photos.)



AMERICA'S FOREMOST MERMAIDS MEET IN THE METROPOLITAN A. A. U. MEET AT MANHATTAN BEACH, N. Y. From Left to Right: Helen Howard, Cornelia Gilissen.  
(Times Wide World Photos.)



A KANSAS CITY STAR CAPTURES THE WOMEN'S WESTERN OPEN GOLF TITLE: MRS. OPAL S. HILL

Receiving Her Trophy From Mrs. H. D. Raymond (Right), President of the Western Golf Association, After Defeating Mrs. S. L. Reinhardt by 9 and 7 in the Final at the Sunset Ridge Country Club, Chicago.  
(Times Wide World Photos, Chicago Bureau.)

THE NATIONAL 220-YARD BACKSTROKE CHAMPION BREAKS HER OWN RECORD: ALICE BRIDGES of Whitinsville, Mass., Competing in a Special Handicap Event in the Metropolitan A. A. U. Championships at Manhattan Beach, Lowers Her American Record by 0:01.2, Setting a New Mark of 2:40.4.  
(Times Wide World Photos.)



A BIG FAMILY PARTY IN CELEBRATION OF SIXTIETH WEDDING ANNIVERSARY OF MR. AND MRS. JOHN DAMP of Pittsburgh Observed Their Anniversary With Festivities Attended by Twelve Children, Thirty-Six Grandchildren and Twenty-seven Great-Grandchildren Held in Moon Grove North Park, Because the Damp Home Was Too Small to Accommodate the Gathering  
(Times Wide World Photos.)





THE METROPOLITAN CHAMPIONSHIPS: STAR SWIMMERS  
 Left to Right Are Dorothy Lubin, Catherine Mattern, Janice Lifson, Dolores Smith,  
 Elia Gilissen and Anna Nerich.  
 (Times Wide World Photos.)



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 Moon Grove,  
 Park, Because  
 up Home Was  
 all to Accom-  
 the Gathering.  
 s Wide World  
 Photos.)



THE WINNER OF THE EASTERN STATES TENNIS TITLE: MISS  
 HELEN PEDERSEN  
 of Stamford, Conn., National Junior Champion, Who Defeated Mrs. Henry C.  
 Brunie of New York in the Final at the Merion Cricket Club.  
 (Times Wide World Photos, Philadelphia Bureau.)



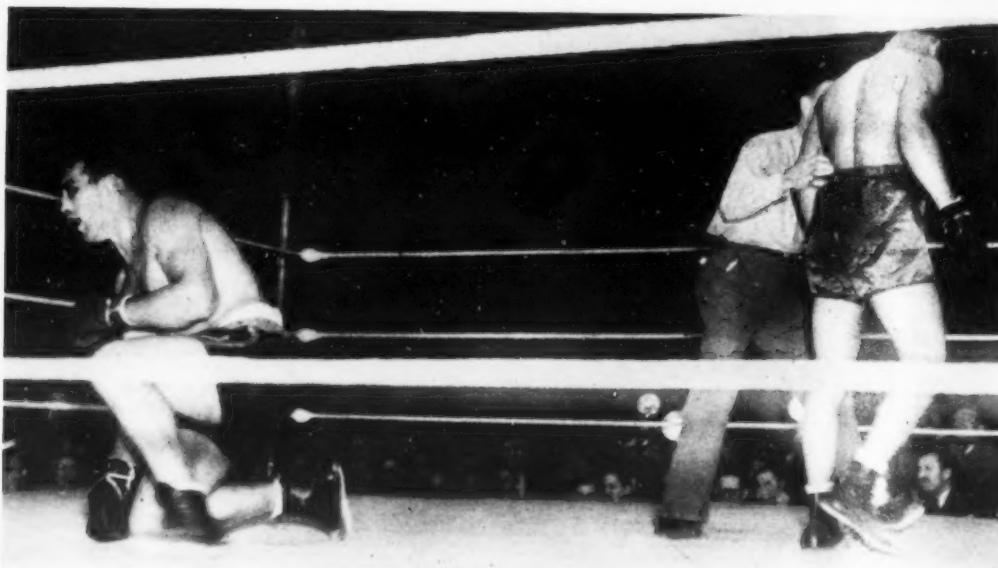
HER PRIZE IS A TRIP TO EUROPE: MISS BEATRICE ANN FREAR,  
 16-Year-Old High School Student of Evanston, Ill., Winner of the National Com-  
 petitive Examination on the League of Nations, Receiving Her Tickets from Mrs.  
 Harrison Thomas, Educational Director of the League of Nations Association.  
 (Times Wide World Photos.)

THE SON OF THE WORLD'S SPEEDBOAT RECORD-  
 HOLDER ADDS NEW LAURELS TO THE FAMILY  
 NAME: GAR WOOD JR.,  
 High School Student of Algonac, Mich., Who Won the Class  
 A School Event in the Interscholastic and Intercollegiate  
 Outboard Motor Boat Regatta at Worcester, Mass.  
 (Times Wide World Photos, Boston Bureau.)



ITALY'S MAN MOUNTAIN PASSES FROM THE RANKS OF THE CONTENDERS FOR THE HEAVYWEIGHT TITLE: PRIMO CARNERA  
Clinging Helplessly to the Ropes as Referee Arthur Donovan Halted Joe Louis's Attack After 2 Minutes 32 Seconds of Action in the Sixth Round of Their Bout in Yankee Stadium and Declared the 21-Year-Old Detroit Negro the Winner on a Technical Knockout. That Round Saw Carnera Floored Three Times and It Was Evident He Was Unable to Continue. A Crowd of 70,000 Paid About \$375,000 to See the Fight, the Largest New York Fight Gathering Since the Dempsey-Sharkey Clash in 1927.  
(Times Wide World Photos.)

# CARNERA ROUTED BY JOE LOUIS



## ONE OF THE THREE KNOCKDOWNS IN THE SIXTH ROUND: PRIMO CARNERA

Down on His Knees While the Referee Leads Louis to a Neutral Corner. The Detroit Youngster Has Been Fighting Professionally for Less Than a Year and in 1934 Won the National Amateur Athletic Union Light-Heavyweight Title.

## A MEETING OUTSIDE THE RING: JAMES J. BRADDOCK AND MAX BAER

Exchanging Greetings at the Louis-Carnera Fight.



## THE VICTOR'S ATTACK: JOE LOUIS

Driving Carnera Into a Corner in Showing Complete Mastery Over the Former Champion, Who Had an Advantage of 64½ Pounds in Weight.



## THE FORMER CHAMPION BEGINNING TO TOTTER: CARNERA

Reeling Back Under Louis's Blows, Which Experts Likened to Those of Jack Dempsey.

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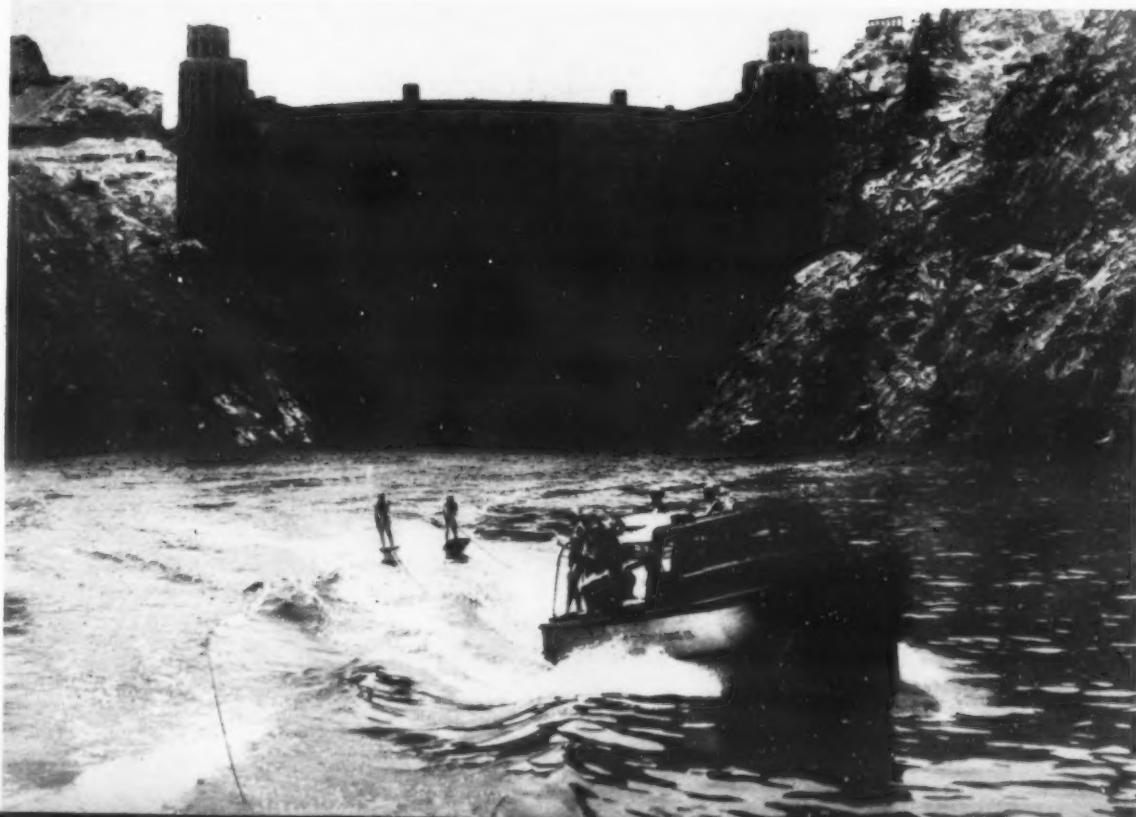




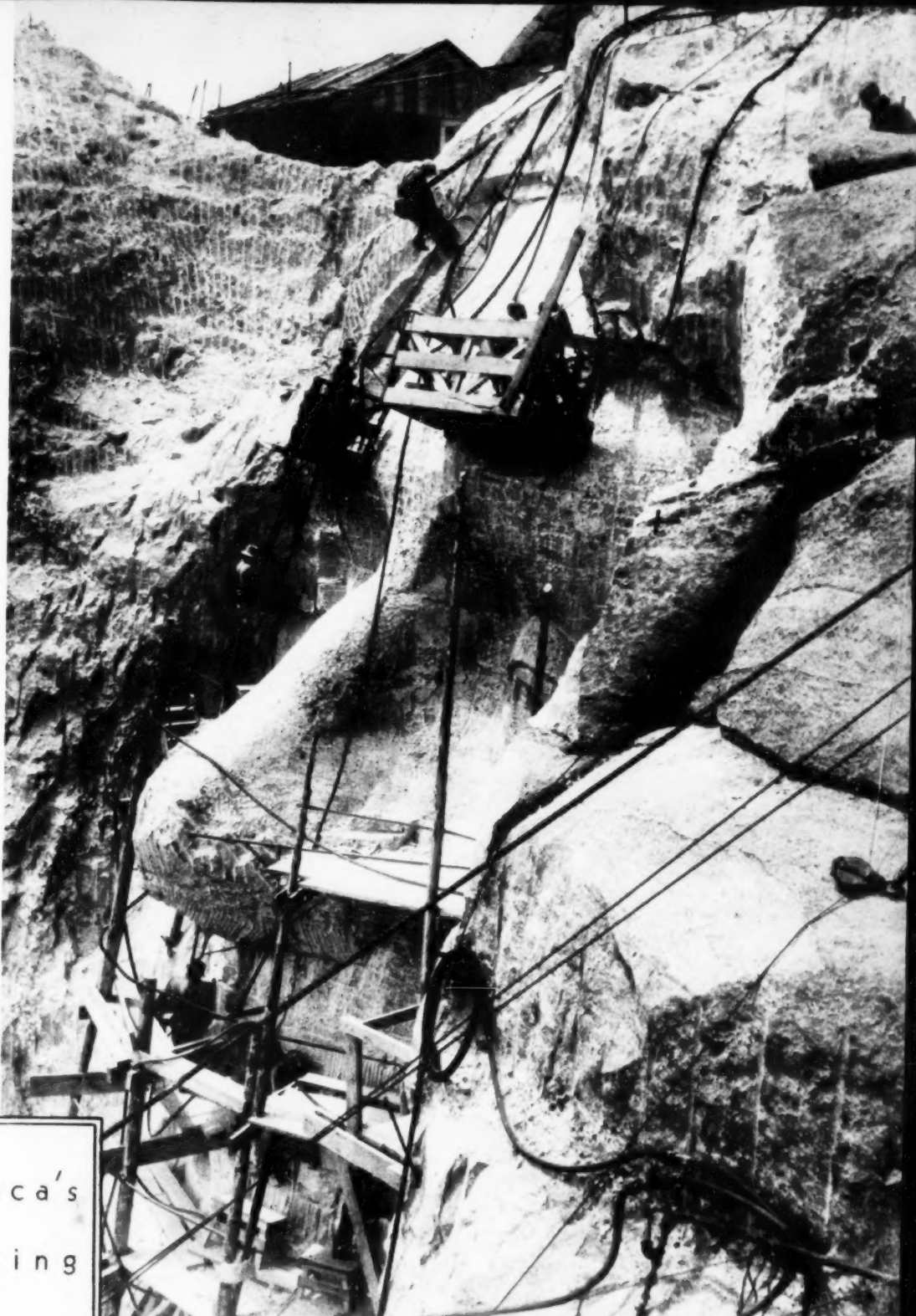
**THE OPENING OF  
THE WORLD'S  
LARGEST FISH  
HATCHERY:  
GOVERNOR LOUIS  
J. BRANN**

(Left) Inspecting One  
Pool in the Chain Six  
Miles Long at Gray,  
Maine, Which Ulti-  
mately Will Be  
Capable of Turning  
Out 35,000,000 Trout  
Annually.  
(Times Wide World  
Photos, Boston Bureau.)

**THE WATER SPORTS  
ENTHUSIASTS  
DISCOVER A LAKE  
WITH A FUTURE:  
A SCENE ABOVE  
BOULDER DAM**  
With Donna Stafford  
and Eunice Backley  
Riding Aquaplanes  
Towed by a Fast  
Launch Piloted by  
James Cashman of  
Las Vegas. A Fleet  
of Launches Now  
Operates on the Lake,  
Which Has Attained a  
Length of Fifty Miles  
and a Depth of 200  
Feet at the Dam.  
(Union Pacific Photo.)



**America's  
Changing  
Face**



**BED ROCK  
FUNDAMEN-  
TALS FOR ONE  
OF THE  
FATHERS OF  
THE REPUB-  
LIC: THE FACE  
OF THOMAS  
JEFFERSON**  
Being Carved  
From the Stone  
of Mount Rush-  
more, in the  
Black Hills of  
South Dakota,  
Under the Direc-  
tion of Gutzon  
Borglum.  
(Associated  
Press.)

# SMILING THROUGH

A VISITING preacher at Hobart College, New York State, used as subdivisions of his chapel sermon, words beginning with the consecutive letters of the name "Hobart."

Next day the president asked a student, "How did you like it?"

"All right"—then with a frank grin, "But just the same I sat there thanking my lucky stars that I wasn't attending Massachusetts Institute of Technology."—*Santa Fe Magazine.*

"What's the idea of all the noise at this hour of the night?"

"I need practice on my trombone. I've been letting it slide lately."—*Strays.*

Fifteen minutes of good reading every day will make you a social success, provided you also play bridge.—*Bridgeport Herald.*

Officer—"You've been doing sixty miles an hour. Don't you care anything about the law?"

Lady—"Why, officer, how can I tell yet? I've only just met you."—*Safe Driver.*

Policeman—"How long have you been driving, miss?"

Girl Motorist—"Ever since my boy friend fell out—three miles back."—*London Opinion.*

Mr. and Mrs. Thomas were returning home one moonlight night after a strenuous day's shopping.

"Oh, John!" exclaimed his wife, "what a lovely moon!"

"Yes," he replied absent-mindedly; "how much is it?"—*Tit-Bits.*

Once a year the newsboys of a certain district of London are taken for an outing up the Thames by a gentleman of the neighborhood, where they can bathe to their hearts' content.

As one little boy was getting into the water a friend observed: "I say, Bill, ain't you dirty!"

"Yes," replied Bill. "I missed the train last year."—*Vancouver Province.*

"Sokum is a hard worker."

"What's he do?"

"He's a trouble maker."—*Portland Express.*

Junior came to school with the glad news that his father had work again.

"What is he doing?" asked the teacher.

"Oh, he's got a hard job," said the child. "He's got to watch six watchmen."—*Indianapolis News.*

Hunter—"Are you ever shot at by mistake for a deer?"

Guide (impressively)—"I dunno. They never live to tell what they shot at me for."—*Bangor Commercial.*



"THE LITTLE DOG LAUGHED TO SEE SUCH SPORT": CANINE MIRTH of the Kind Described in the Old Nursery Rhyme, Caught by an English Camera Man.  
(Times Wide World Photos.)

## Senator Soaper Says:

The motor casualty toll seems high, but bear in mind that it includes many who would otherwise be changing seats in canoes.

After all, we shouldn't expect ingratitude of Finland. It isn't as if she were an old ally to whose aid we had rushed in time of peril.

An Ohio undergraduate body includes five over the age of 40. We must steel ourselves for young solicitors who are working their father's way through college.

The French counter-espionage is after "a dazzling blonde with green eyes." It is not reported if she wears a badge with the inscription, "Spy."

A woman golfer on Cape Cod uncovered a skull in a sand trap. Possibly that of a persevering dub, gradually interred with his own niblick.

A spot of Nova Herculis is thought by star gazers to be the hottest in the universe. It may amaze some that there are phone booths on Nova Herculis.

Secretary Wallace is not openly complaining of better crops this year, but there is an undertone of fearing the best.

Dr. Dafoe reveals that the Dionne quintuplets call him da-da. This is a great surprise to us. We understood the girls would speak French.

After a disappearance of several months from the public eye, the finish of the Gran Chaco war is proclaimed. We thought it was kidnapped.

Democracy: An endless process of being saved from one's saviors.

Two war debtors have dignified our recent duns with thoughtful explanations of why payment is impossible. It explodes a diagnosis that the delinquencies were straight amnesia.

A Western family, missing with its car for five days, has been discovered on one of those clover-leaf intersections and unwound.

An etymologist deplores the destructive influence of radio on our quaint sectional and rural dialects. He is for letting bygones be bygones.

A book on self-treatment for insomnia is announced for publication. We can already visualize the blurb, "Fascinating . . . kept me up all night."

Shaw says an American asylum for the sane would be empty. We improve right along, though. Shaw's latest play on Broadway practically opened in the storehouse.

For a long time the Senate put up with Huey because it felt so good when he stopped; but even a Senate begins to wonder.

## Odds and Eddies

Some men are like trucks. They rattle thunderously when there is nothing in them.—*Florida Times-Union.*

Taking it year in and year out, the most reliable joke in the comic magazines is a debate on current economics between two tramps in the park.—*Detroit News.*

### DIFFERENCES.

It's always other people that Have progeny you call a "brat." Toward your own you're very mild, He always is a "darling child."

—*Knickerbocker Press.*

Uncle Si says he wouldn't mind his city relatives so much during the Summer, if they ever seemed disposed to pay him anything besides a visit.—*Boston Herald.*

### HOUSECLEAN BLUES.

'Tis better to have loved and lost Than be forever woman-bossed! —*Indianapolis News.*

Don't expect too much of beauty aids. Paint improves the appearance of a barn, but it still has the shape of a barn.—*Charlotte Observer.*

We may be insuring peace to our grandchildren. They'll be too busy to fight if they pay off the bonds we're handing down to them.—*Washington Post.*

### WISHING.

To take "pot" luck, 'tis safe to say, 'Twould none of us offend, If we should find 'twere that of gold Where lies the rainbow's end. —*Philadelphia Bulletin.*

Our only objection to free speech is the free speaker's conviction that listening ought to be compulsory.—*Dallas News.*

Lots of times when persons think they're in the swim they find themselves in the "soup."—*Los Angeles Times.*

### STOP, LOOK AND LISTEN!

Stop and let the train go by; It doesn't take a minute. Your car starts out again, intact, And, better still—you're in it. —*Pathfinder.*

One of the hardest considerations for a college graduate to face is the dearth of opportunities to teach other young men what he has just learned.—*Buffalo Courier-Express.*

The average man spends a lot of money for experience and then gives other people the benefit of it free of charge.—*Columbia State.*



# Gala Days



THE GALA MIXING OF "THE WORLD'S LARGEST LETTUCE SALAD": THE CENTRAL FEATURE of the Annual Lettuce Carnival at Kent, Wash., With a Big Ensilage Cutting Machine Chopping Up Truck Loads of Ingredients and Pretty Girls in Bathing Suits and Hip Boots Stirring the Mixture With Pitchforks.  
(Times Wide World Photos.)

## SCANDINAVIAN BEAUTY: MISS DORIS BERZELIUS

Gowned as Mid-summer Queen for the Southern California Celebration of the Swedish National Holiday.  
(Times Wide World Photos, Los Angeles Bureau.)

## CORONATION HABILIMENTS OF RHODODENDRON ROYALTY: KING OTTIS L. GREEN JR. AND QUEEN SOPHIE MYERS STEPHENS

Wearing Their Regal Costumes Just After Being Crowned at the Eighth Annual Rhododendron Festival at Asheville, N. C.  
(Times Wide World Photos.)



QUEEN OF THE LAUREL BLOSSOM FESTIVAL: MISS JANE BARNES of Overbrook, Pa., a Student in the Junior College for Women of the University of Pennsylvania, Who Presided Over the Annual Celebration in the Pocono Mountains.  
(Times Wide World Photos.)

## A WOMAN'S BEST YEARS

An Intimate Book for Women

BY W. BERAN WOLFE, M.D.  
Psychiatrist, Director, The Community Church Mental Hygiene Clinic, New York

This intimate book speaks frankly and courageously about the physical, moral and spiritual problems that confront the mature woman today. It reveals startling truths about "hushed" subjects that are of vital importance to a woman's health and happiness. It teaches women the art of staying young... the science of acquiring beauty of body, as well as freedom of spirit. And it tells how and why the change of life need not hinder a woman's love life. Dr. Wolfe brings the good news that the years of maturity are a woman's best years.

In these pages a distinguished physician and psychiatrist offers the fruit of his wide experience in the treatment of nervous troubles and women's illnesses. He gives actual case histories of over 100 women who have been his patients and have been helped to poise and loveliness.

ELSIE ROBINSON, famous author and columnist says: "I know no other book so desperately needed by women—or their worried husbands. It says things which have needed to be said for thousands of years."

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The Right To Love and Be Loved—New Morals For Old—The "Dangerous" Age—Chastity vs. Premiscuity—Sex or "nerves"?—Sex vs. saintliness—To love or not to love?—Your body: Asset or Liability?—The "Also-Ran" Woman—Romance: Before and After—Emotional Shipwrecks—Body, Soul, and the Menopause—Love Outlives the Change of Life—And you can remain beautiful!—Three magicians: color, clothes, and perfume—The do's and don'ts of diet—"Nerves"... Your family: Friend or Enemy?—The middle-aged wife vs. In-Laws, Inc.—The errant husband—Keeping peace in the family—Marriage or a career?—Women at play—Why be a neurotic?—Growing up vs. growing old—Love after noon—Finding your niche after forty—Taking your personality inventory—An open letter to Mary Smith.

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Send me a copy of A WOMAN'S BEST YEARS for free examination. I will pay \$2.25, plus a few cents delivery charge, when the book arrives. I understand that if it is not entirely satisfactory, I may return it within 5 days and my money will be refunded.  
Name .....  
Address .....

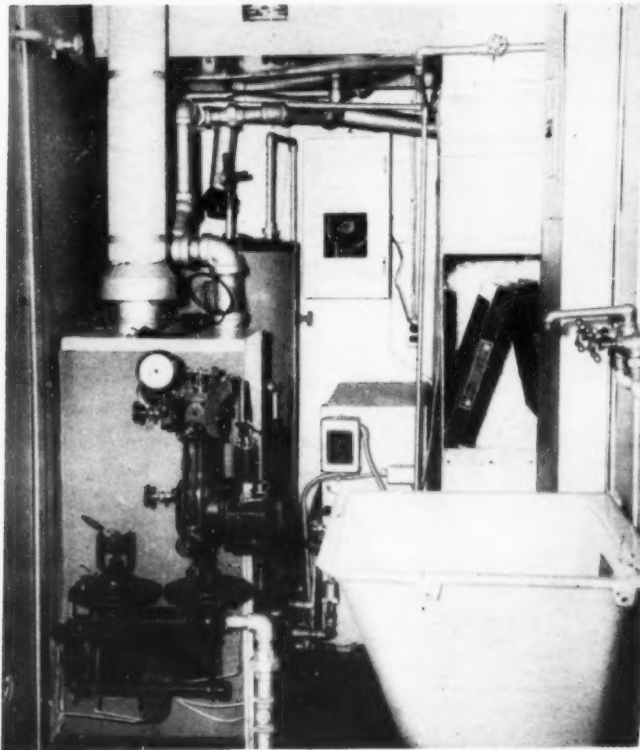
CHECK HERE if you wish to enclose only \$2.25 with coupon, thus saving delivery charges. (Same money-back guarantee.)





THE LIVING ROOM OF THE PRE-FABRICATED HOUSE. Steel Construction Makes for Windows With No Waste Wall Space Between Them. The Flooring Is of Compressed Hardwood Fiber, Which Takes a High Polish When Waxed. Below This Is a Steel Reinforced Mineral Compound, the Same That Is Used in the Roof, Which Keeps Dampness Out and Makes a Cellar Unnecessary. Note the Thinness of the Interior Wall.

(Photos by Samuel Gottscho.)



#### THE VITAL CORE OF THE MOTOHOME

Is This Closet Containing an Oil-Burning Furnace, Air-Conditioning Equipment, Plumbing and Radio. A Mechanical Exhaust Removes Cooking and Laundry Odors From the Kitchen. Rooms of the House Are Built Around This Unit, With Kitchen and Bathroom Adjacent on Opposite Sides. The Furnace May Also Be Run by Gas or Coal as Desired.



#### A LIGHT AND AIRY BEDROOM.

These Mineral-Compound Walls Are of Soundproof Material and Are Covered With a Non-Fading Finish That Can Be Washed With Soap and Water. The Extreme Simplicity of the Interior Lends Itself to Almost Any Mode of Decoration, Period or Modernistic.

#### THESE THREE MODELS OF THE PRE-FABRICATED HOUSE

Have Been Built in White Plains, N. Y., by American Houses, Inc., and Houses, Inc., in Co-operation With General Electric. The One-Story Houses Have Two Bedrooms, Living Room, Bath and Kitchen, and the Larger One an Extra Bedroom, Bathroom and a Dining Room. Only the Steel Window Frames Need Painting. The Aluminum Alloy Trim Weathers Pleasantly Mellow With Years of Exposure.

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**JAEGER'S NEW  
CAMEL'S HAIR COAT  
OF THE COACHMAN  
TYPE**

Is Belted in Back With a Pleat at Each Side. The Seams Forming a Fitted Waist in Front Make This Coat Very Flattering to the Figure. Saks Fifth Avenue.



**ON THE SUN DECK OF THE S. S. REX.**

At Left Is a Linen Tweed Suit of Tan, Green and White Mixture With a White Linen Blouse. From Fortnum & Mason. At Right, a Horizon Blue Tweed Coat With a White Wolf Collar Tops a Light Blue Linen Dress Having a Beet-Root Leather Belt, Button and Tie Silk Scarf. From Jay-Thorp.

(Photos by The New York Times Studios.)

# New Fashions



**PRINTED SILK SHEER IN NAVY BLUE** With a Tiny White and Green Motif Makes the Chic Ensemble, With Detachable Lingerie Gilet, Shown at the Left. From Bonwit Teller. The Other Ensemble Has a Dark Red and White Polka Dot Tie Silk Dress and a Long Tunic Coat of Crash Linen Lined With the Dress Fabric. From Jay-Thorp.

## CLOTHES for SUMMER TRAVEL

By WINIFRED SPEAR

**S**MART topcoats that are warm and suits and dresses that are cool are the necessities of Summer travel.

Coats of camel's hair or natural tweeds—some of the latter trimmed with fur—look well over anything. Several very attractive new coats are shown here. The Jaeger model, which is the latest version of the coachman's coat, is an outstanding achievement in fine tailoring and is not dated in style.

Suits of herringbone linen, linen crash, silk sheer and printed silks are practical because they do not muss easily. Sweaters go on all kinds of trips, and sweaters and skirts dyed in the same dye bath to insure a perfect match are exceptionally attractive.



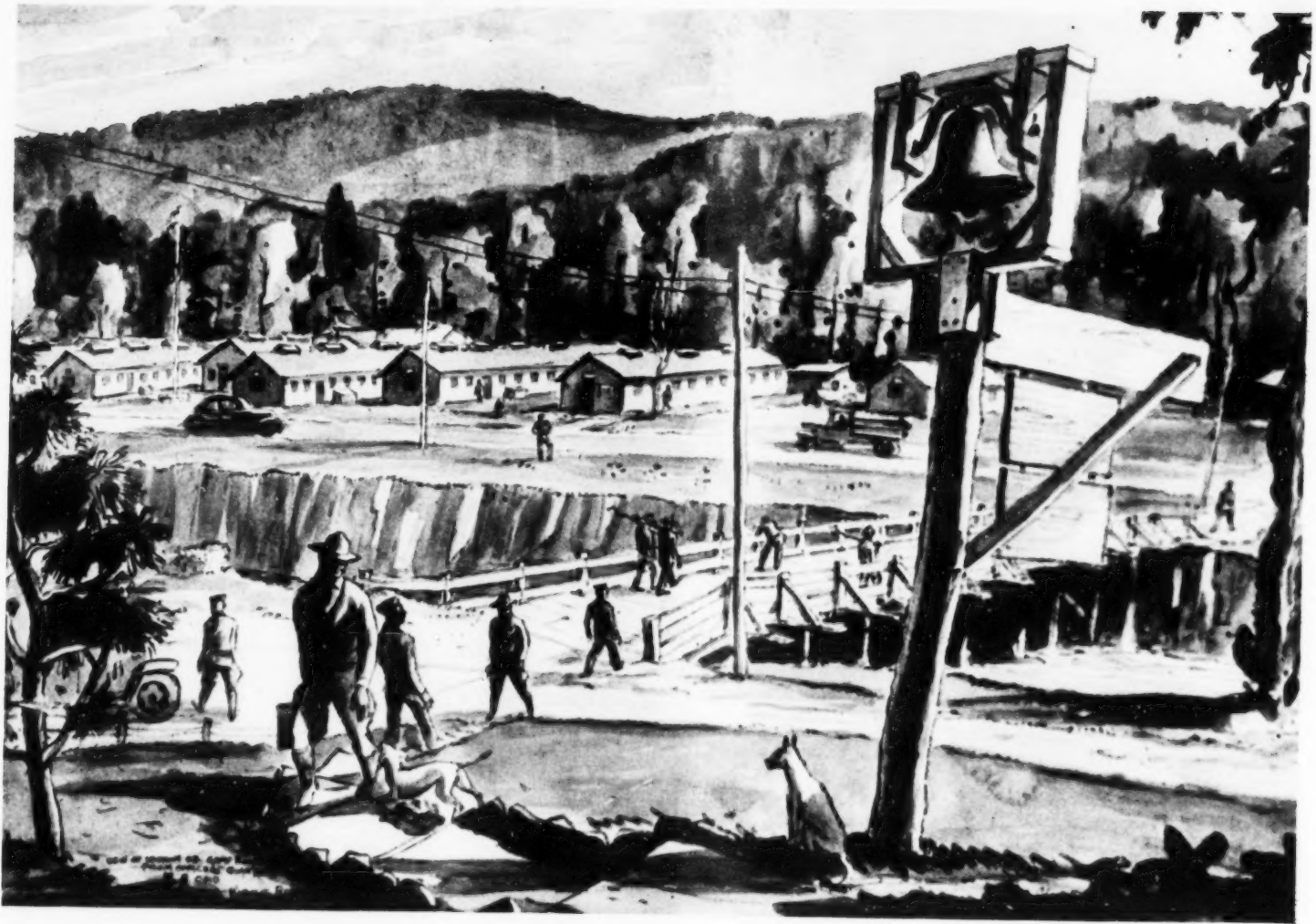
**SMART AND COMFORTABLE FROCKS FOR A  
TRAIN TRIP ON THE "CENTURY."**

One Is a Two-Piece Dress of Delphinium Blue Silk Linen With a Navy and White Bow Tie. From Saks Fifth Avenue. The Other—a Pastel Flowered Silk Print With a Navy Background and Delicate Pink Lingerie Vestee—Has a Separate Waist-Length Cape. From Jay-Thorp.



**FOR FLYING WESTWARD**

A Swagger-Back Top Coat of Beige Mixed Tweed With a Natural Lynx Collar Is Ideal. Sleeves Cut in One With the Body of the Coat Make It Easy to Slip on Over a Suit. Best & Co. Low-Heeled Brown Suède Oxfords Are From Delman Salon, Saks Fifth Avenue.



# Art in the CCC



"VIEW AT CAMP ROOSEVELT,"  
BY RUDOLPH BUNDASZ

of Cleveland, Ohio, One of the Paintings by Members of the Civilian Conservation Corps Which Have Been Placed on Exhibition at the National Museum in Washington. This and the Other Painting Illustrated on This Page Are Among the Twenty-Six Selected by Mrs. Franklin D. Roosevelt to Be Displayed at the White House. (Times Wide World Photos, Washington Bureau.)

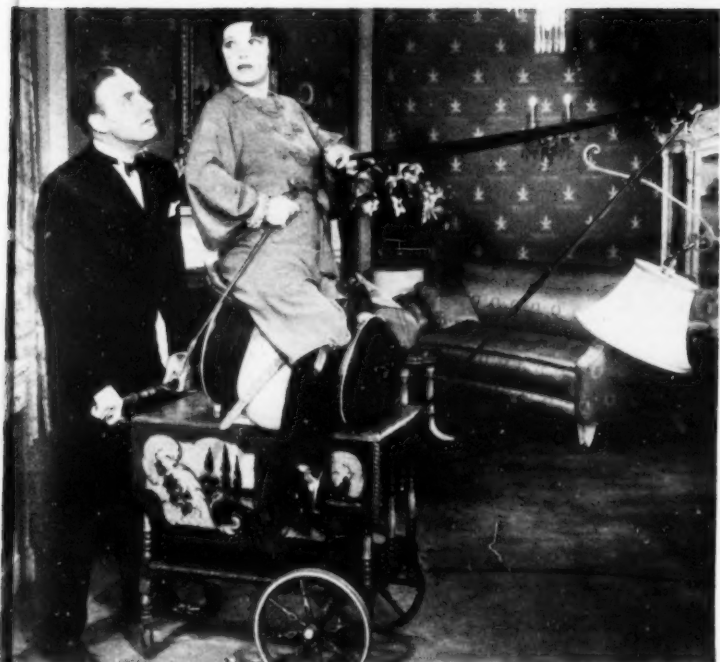
"SAWING WOOD IN WINTER,"  
BY EDGAR D. HEGH  
of Arlington, Mass., Shown in the CCC Exhibition at the National Museum in the Capital.



# The Screen

## Alice Brady in "LADY TUBBS"

(No. 1) Henrietta Tubbs (Alice Brady), cook for a railroad section gang, takes leave of her hungry crew as she prepares to depart for New York to attend a house party to which she has been invited by her niece, Wynne Howard, who is in love with a popular young member of society, Phil Ash-Orcutt, in the screen comedy "Lady Tubbs," adapted from the novel by Homer Croy. While on her way she is overtaken by Elyot Wembsleigh, an English lawyer, who tells her she has inherited a large fortune in England.



(No. 2) Back from England with a fat bank account and an assumed title, Lady Tubbs starts a campaign to win Phil for her niece. Assisted by Wembsleigh (Alan Mowbray) she rehearses for a fox hunt at the Ash-Orcutt estate.



(No. 3) Wynne (Anita Louise) finds her romance with Phil (Douglass Montgomery) hampered by Jean La-Gendre (June Clayworth), whose interest in him carries the additional weight of his parents' approval.

No. 4) At the fox-hunting party, Lady Tubbs learns of some amusing facts regarding the low beginning of the haughty Ash-Orcutts and of incidents of duplicity on the part of the designing man. She promises Wynne a surprise for her hosts.



(No. 5) As a result of her revelations Jean is eliminated as a rival for Phil's affections, the Ash-Orcutts are properly humbled and Lady Tubbs becomes the bride of Wembsleigh.



# "Mark Twain's First 100 Years"



MARK TWAIN  
AND HIS CHARAC-  
TERS: THE FINAL  
TABLEAU  
of the Hannibal  
Pageant, Represent-  
ing a Small Section  
of the Proposed  
Mark Twain Shrine.



A HONEYMOON SCENE  
OF THE LONG AGO:  
SAMUEL L. CLEMENS  
AND HIS BRIDE

Starting on Their Wedding  
Journey, as Re-Enacted in  
the Hannibal Pageant, With  
Miss Marion Hopkins and  
Richard Juett as the Bride  
and Bridegroom.

QUEEN OF THE MARK  
TWAIN CENTENNIAL  
PAGEANT IN A FAMOUS  
TOWN ON THE BANKS  
OF THE MISSISSIPPI:  
MISS MARIAN RUPP,  
in Her Costume for the  
Presentation of "Mark  
Twain's First One  
Hundred Years," One of  
the Features of the Year-  
Long Celebration at  
Hannibal, Mo., Where the  
Great Author Spent His  
Boyhood Years.  
(Times Wide World Photos.)

FROM THE PAGES OF  
"TOM SAWYER": THE  
FENCE WHITEWASHING  
EPISODE,

With Huckleberry Finn  
(Lowell Blackstun) Inspecting  
the Treasures Accumulated  
by Tom Sawyer (Albert  
Rendlen) Through Selling  
the Whitewashing Privilege  
to His Friends.



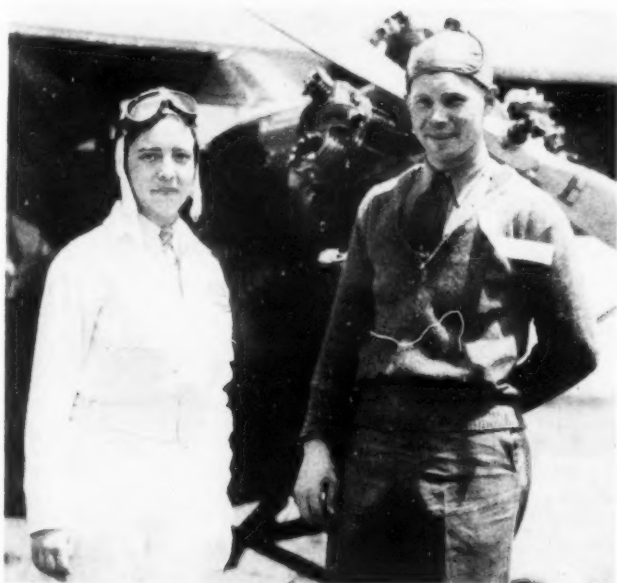




## The First Intercollegiate Air Meet

AVIATION TAKES A PLACE ON THE STUDENT SPORTS CALENDAR: CONTESTANTS IN THE FIRST NATIONAL INTERCOLLEGIATE AIR MEET,

Held at Purdue University, West Lafayette, Ind., With the Entrants Competing Over a Two-Day Period in Spot Landing, Bomb Dropping and Various Other Events in Glider and Airplane Divisions.  
(Times Wide World Photos.)



THE ONLY GIRL IN THE MEET RANKS FOURTH IN HIGH INDIVIDUAL SCORE: MISS JEAN BARNHILL of Glendora, Calif., a Student in the University of Minnesota, Who Won Two Second Places. With Her Is Richard O. Jacobs, also of Minnesota, Second High Individual Scorer, Who Took First Honors in the Spot Landing Contest, in Which She Was Second.



A STAR IN BOMB DROPPING: N. N. LEONARD of Purdue, Who Took First Honors in the Gliding Division With Hits 17 and 44 Feet From the Target as Against 77 Feet for His Nearest Rival.



LEADERS IN STUDENT AVIATION: THREE OFFICERS of the National Intercollegiate Flying Club. Left to Right Are: William Strohmeier of Amherst, President of the Club; Ray Gaver of Purdue, Vice President, Who Was High Individual Scorer of the Meet, and Earl M. Bennetsen of Minnesota, Secretary-Treasurer.

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ARDEN, KEN  
MURRAY AND  
SASSAFRAS  
in a Scene From  
Earl Carroll's  
"Sketch Book,"  
at the Winter  
Garden.  
(White.)



## Stage and Screen

A FAMILY SUNBATH IN  
SOUTHERN CALIFORNIA:  
BING CROSBY AND HIS WIFE,  
DIXIE LEE CROSBY,  
With Their Three Sons, Gary  
Evans, Who Will Be 2 Years Old  
in August, and the Twins, Philip  
(Left) and Dennis, Who Will Cele-  
brate Their First Birthday This  
Month, at the Movie Star's Farm  
Estate Near Los Angeles.



A PICTURE STAR AS  
SHEPHERD: MAUREEN  
O'SULLIVAN  
With a Little Lamb From a  
Flock High in the Holly-  
wood Hills.  
(Clarence Sinclair Bull.)

MARY MORRIS,  
Starring in "Jane  
Brady, Editor," a  
New Play Being  
Tried Out for Pro-  
duction on Broad-  
way at the Casino  
Theatre in Deal,  
N. J.  
(Pinchot.)



"FUNNIEST AND GOOFIEST FARCE IN  
MANY MONTHS."— *Sobol, Journal*

"... A topsy-turvy comedy ...  
shrewd and jocular horseplay ...  
the laughs come in the right place."  
—ATKINSON, *Times*

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Matinees Thurs., July 4, and Saturday 2:45—50c to \$2  
Scientifically air-conditioned at 70 degrees,  
only legitimate theatre so equipped

## "IN CALIENTE"—STRAND

with PAT O'BRIEN  
LEO CARRILLO  
GLENDA FARRELL

DOLORES DEL RIO  
ED. EV. HORTON  
WINI SHAW

B'way & 47th St.  
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**25c** Weekdays

A Warner Bros. Hit!

"Try it on your funnybone!"—*News*.

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## RULES FOR MID-WEEK PICTORIAL AMATEUR PHOTOGRAPHIC COMPETITION.

Prize-winning pictures in the Amateur Photographic Competition are published in the last issue of each month. MID-WEEK PICTORIAL awards a first prize of \$15 for the best amateur photograph, \$10 for the second best photograph and \$3 for each of the other photographs accepted. Amateur photographs must be submitted by the actual photographer, they must carry return postage and should be addressed to the Amateur Photograph Editor, MID-WEEK PICTORIAL, 229 West Forty-third Street, New York, N. Y.



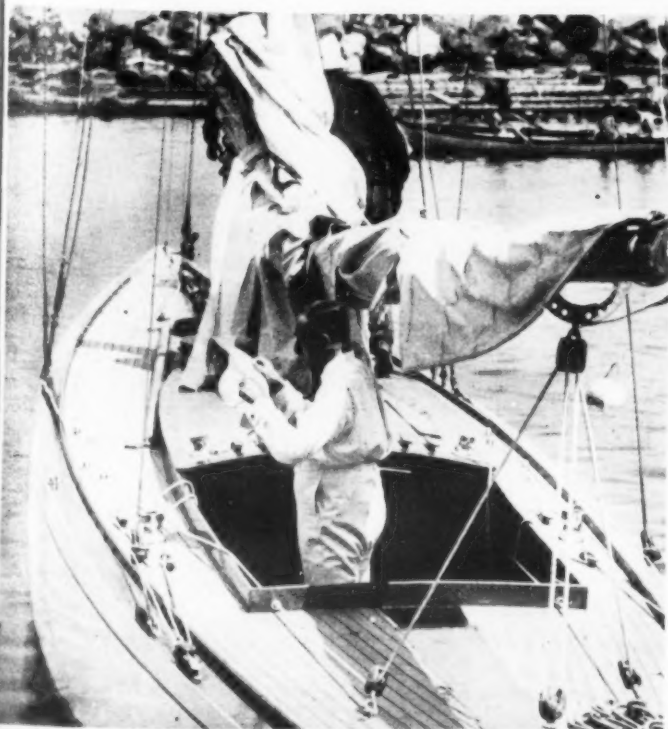
# A Week in European News

## GERMANY'S HIGHEST OFFICIALS TAKE PART IN MOURNING SERVICES FOR THE SIXTY DEAD IN THE REINSDORF EX- PLOSION: A GENERAL VIEW

of the Assemblage on the  
Grounds of the Munitions  
Factory Which Was the  
Scene of the Disaster, With  
Reichsfuehrer Adolf Hitler  
and Members of His Cabinet  
Seated in the Front Row.  
(Times Wide World Photos,  
Berlin Bureau.)

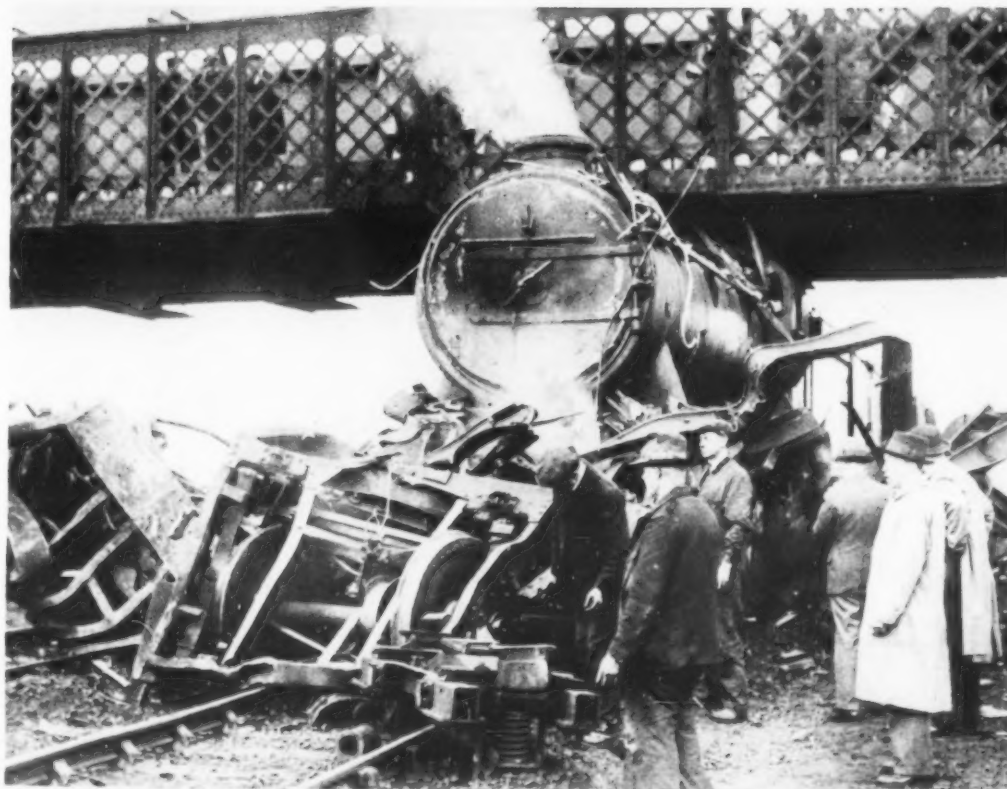


FROM ENG-  
LAND TO  
AFRICA AND  
BACK IN ONE  
DAY: CAPTAIN  
W. E. PERCIVAL  
Held Aloft by Ad-  
mirers on His Re-  
turn to Croydon  
Airport, Near  
London. He Took  
Off From Graves-  
end at 1:30 A. M.  
and Completed  
the Trip at 6:30  
P. M.  
(Times Wide  
World Photos.)



"DOWN TO HIS LAST YACHT": FORMER KING ALFONSO  
XIII  
of Spain Aboard the Cutter Hispania VII in the Bay of Naples  
for the International Yachting Regatta.  
(Times Wide World Photos.)

ENGLAND'S WORST TRAIN WRECK IN  
YEARS: A FAST FREIGHT ENGINE  
Standing on the Rails After Crashing Into the  
Rear of the Newcastle Express at Welwyn, a  
London Suburban Resort, Killing Fourteen Per-  
sons and Injuring Twenty-nine Others.  
(Times Wide World Photos, London Bureau.)



# How You Can Master GOOD ENGLISH

*---in 15 minutes a day*

**T**HOUSANDS of persons make mistakes in their everyday English—and don't know it. It is surprising how many persons fail in spelling such common words as "business," "judgment," "beneficiary," and "receive"; say "between you and I" instead of "between you and me"; use "who" for "whom" and mispronounce the simplest words. And it is equally astonishing how few know whether to use one or two "c's" or "m's" or "s's" (as in "recommend" or "disappoint"), or when to use commas in order to make their meaning absolutely clear. Most persons use only common words—colorless, flat, ordinary. Their speech and their letters are lifeless, dull, humdrum, largely because they *lack confidence* in their use of language.

## What Does Your English Say About You?

Does your English help or hinder you? Every time you talk, every time you write, you show what you are. When you use the wrong word, when you mispronounce a word, when you punctuate incorrectly, when you use trite, commonplace words, you handicap yourself enormously. English, the very tool you should use to improve your business or social position, holds you back. And you don't realize it, for people are too polite to tell you about your mistakes.

But now Sherwin Cody offers you a common-sense way to acquire a mastery of English in only a few minutes a day. It's so easy for you to stop making the mistakes in English which have been hindering you and learn to present your ideas clearly, forcefully, convincingly, on all occasions—*without even thinking about it!*

## What Cody Did at Gary

For many years Mr. Cody studied the problem of creating instinctive habits of using good English. Some time ago he was invited by the author of the famous Gary System of Education, to teach English to all upper-grade pupils in Gary, Indiana. By means of unique practice exercises Mr. Cody secured *more improvement in these pupils in five weeks than previously had been obtained by similar pupils in two years under the old methods.*

Even more recently, in the schools of Colorado Springs, an experiment was conducted under the supervision of F. H. Bair, then Superintendent of Schools in that city. Mr. Bair kept part of the school system under the old method of English instruction and put two elementary schools and one of the Junior High Schools (about seven hundred pupils in all) under the Cody method. Results were astounding! In his report at the end of the experiment, Mr. Bair states, in part, "The general results as shown by the statistical

summaries and by the materials that I looked over were astonishing. It will be seen that the experimental schools in every case gained very sharply over the control schools. It would appear that Mr. Cody has come upon an idea and to some extent a procedure almost revolutionary in the teaching of skills in English."

## 100% Self-Correcting Device

The basic principle of Mr. Cody's new method is habit-forming. Suppose he himself were standing forever at your elbow. Every time you mispronounced or misspelled a word, every time you violated correct grammatical usage, every time you used the wrong word to express your meaning, suppose you could hear him whisper: "That is wrong, it should be thus and so." In a short time you would habitually use the correct form and the right words in speaking and writing.

Mr. Cody's 100% Self-Correcting Device (upon which he holds a patent) does exactly this thing. It is his silent voice behind you, ready to speak out whenever you commit an error. It finds your mistakes and concentrates on *them*. You are not drilled upon anything you already know; and, unlike the old ways of learning English, there are no rules to memorize.

The study of English has been made so simple that much progress can be made in a very short time. No more than *fifteen minutes a day are required*—and not of study, but of fascinating practice! Those who take advantage of Mr. Cody's method gain something so priceless that it cannot be measured in terms of money. They gain an impress of breeding that cannot be erased. They gain a facility of speech that marks them as educated persons in whatever society they find themselves. They gain the self-confidence and self-respect which this ability inspires. As for material reward, certainly the importance of good English in the race for success cannot be overestimated. Surely no one can advance far without it.

## Write for FREE Book

A new book explaining Mr. Cody's invention is ready. If you are ever embarrassed by mistakes in grammar, spelling, pronunciation, punctuation, or if your vocabulary is limited, this new free book, "How You Can Master Good English in 15 Minutes a Day," will prove a revelation to you. It can be had free upon request. There is no obligation. No agent will call. Send the coupon or a letter or a postal card for it now. SHERWIN CODY SCHOOL OF ENGLISH, 747 Searle Building, Rochester, N. Y.

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